

# BRAND SERVICES OVERVIEW

Brand strategy, design and management.

## STRATEGY

### *Services include...*

*Content Audit, Website Audit, Brand / Content Strategy, Thought-Leadership Strategy.*

Starting at

**\$575\***

## DESIGN

### *Services include...*

*Brand Toolkit, Marketing and Sales Toolkit, Website Design.*

Starting at

**\$2,500\***

## MANAGEMENT

### *Services include...*

*Analytics and Strategy, Digital Marketing, Promote Email Package, CRM and email Automations.*

Starting at

**\$1,800 / Month\***

### **Empower your brand's success with our comprehensive brand services!**

Our comprehensive suite of brand services encompasses strategic planning, innovative design, and meticulous management to ensure your brand thrives in today's competitive landscape. With a strategic approach tailored to your unique goals and audience, we develop brand strategies that resonate and drive meaningful connections. Our expert designers and copywriters bring these strategies to life through visually stunning brand identities, and content that captures the attention of your clients, customers, and / or leads. From logo design to brand guidelines, we craft every element with precision and creativity. Additionally, our experienced brand managers oversee every aspect of your brand's execution, ensuring consistency and coherence across all touchpoints. Trust us to elevate your brand's presence and impact with our brand strategy, design, and management services.

*\*Terms apply. Please see pages 2-9 for more details on each package.*





## A. Brand Strategy

We take a holistic approach to how a brand builds identification and favorability with customers, clients, and leads. Our brand strategy encompasses several different brand elements like voice, storytelling, brand identity, brand values, and overall vibe.

### **Our brand strategy service packages include:**

1. Content Audit:

An excellent first step for any organization looking for a comprehensive content approach to communicating your brand.

2. Website Audit:

A website audit sets the stage for a successful website redesign or re-launch.

3. Brand / Content Strategy:

This package complements projects focused on holistic brand identity, visual branding, website re-designs, and channel strategy.

4. Thought Leadership Strategy:

Our thought leadership strategy package is for companies or executives looking to differentiate their voices in an increasingly noisy marketplace and establish themselves as credible and trustworthy. We help you define insights and get your message to your prospects, customers, clients, employees, and business partners.

Please see pages 4-5 for more details on each package.



## B. Brand Design

We'll lead you through the process of crafting or re-shaping your brand's visual identity by creating a unified system of design elements like logos, colors, typography, illustration, and photography. Your brand's visual identity is the aesthetic embodiment of its positioning and personality.

### Our brand design service packages include:

#### 1. Brand Toolkit:

This package is ideal for the design and documentation of your brand standards, serving as an essential set of rules that explain how your brand works. This toolkit can also be shared with support staff and vendors to ensure compliance and brand consistency.

#### 2. Marketing and Sales Toolkit:

This package is ideal for supporting the sale of your product or service targeted to specific markets or audiences (marketing); and individual opportunities (sales).

#### 3. Website Design:

This package is ideal for organizations that want to deliver a great first impression to prospects, provide online visibility and discoverability, and establish or enhance brand recognition. (Also serves as a key component for scalable marketing communication systems).

Please see pages 6-7 for more details on each package.

## C. Brand Management

Our brand management services serve as a function of marketing that use techniques to increase the perceived value of your product, services, and brand over time. This will ultimately help you build a loyal customer base and help fuel profits.

### Our brand management service packages include:

#### 1. Monthly Analytics and Strategy:

This package is ideal for combining with multiple services to help clients cut through clutter and make informed marketing decisions.

#### 2. Digital Marketing:

This package is ideal for organizations looking to: reach a wider online audience; increase visibility and brand recognition; provide more targeted, cost-effective marketing; increase customer engagement and loyalty; improve customer insights.

#### 3. "Promote" Email Package:

This package is ideal for organizations that want to set the foundation for successful email marketing campaigns with contact and CRM management, engaging content, and segmentation and sequence planning.

#### 4. CRM and Email Automations:

This package is ideal for organizations that want to streamline client management and prospect pipeline processes and save significant time.

Please see pages 8-9 for more details on each package.



# A. BRAND STRATEGY SERVICES

See below for a list of our service packages.

## 1. CONTENT AUDIT \*

### *Ideal for...*

*Organizations looking for a 360-degree review of communication channels, content, and tools culminating in an in-depth set of recommendations. **This package includes:***

- ✓ **Competitor audit:** What are your top competitors doing well and where are the gaps?
- ✓ **Print / digital audit:** What's working well or not working well in standard corporate collateral?
- ✓ **SEO audit:** What are your top keyword opportunities and how can we increase organic traffic?
- ✓ **Website audit:** What's working on your current website and what are areas to optimize?
- ✓ **Social media audit:** What channels and content types make sense for your business?
- ✓ **MarTech audit:** How impactful are tools recurrently used, what new ones should you consider
- ✓ **Report and presentation:** Walk away with an in-depth guide of our findings for use throughout the entire year.

Starting at

**\$3,700 / Audit**

## 2. WEBSITE AUDIT

### *Ideal for...*

*Organizations that want to set the stage for a successful website redesign or re-launch.*

- ✓ **We offer one-time website audits to support projects such as a website redesign or a brand re-launch.** This audit includes an in-depth look at an existing website and a report with high-level optimization recommendations. Exact pricing varies depending on website size.

Starting at

**\$575 / Audit**

\* Please note that we offer a 10% discount on a future project to any client who purchases a content audit.



### 3. BRAND / CONTENT STRATEGY

#### *Ideal for...*

*Complementing projects focused on holistic brand identity, visual branding, website re-designs, and channel strategy. **This package includes:***

- ✓ **Brand naming and taglines** (If applicable)
- ✓ **Branding and rebranding**
- ✓ **Positioning and messaging**
- ✓ **Brand story and purpose**
- ✓ **Marketing communication plan** (Channel strategy)
- ✓ **Editorial calendar** (Annual content themes)

Starting at

**\$3,500**

### 4. THOUGHT LEADERSHIP STRATEGY

#### *Ideal for...*

*Helping the next generation of executives and industry leaders establish their voices within and outside their organization. **This package includes:***

- ✓ **Stakeholder interviews:** to understand different aspects of the business and perspectives on gaps and opportunities.
- ✓ **Social media strategy and management:** to establish and maintain a voice and position on key platforms like LinkedIn.
- ✓ **Guest blog post writing and podcast opportunities:** to share your expertise to your target audience on publications and sites they are already reading.
- ✓ **Press releases and earned media:** opportunities to maintain credibility and build a voice on a local or national scale.

Starting at

**\$4,000 / Month**



## B. BRAND DESIGN SERVICES

See below for a list of our service packages.

### 1. BRAND TOOLKIT

#### ***Ideal for...***

*The design and documentation of your brand standards, serving as an essential set of rules that explain how your brand works. **This package includes:***

- ✓ Logo package
- ✓ Color swatches
- ✓ Font system
- ✓ Style guide
- ✓ Writing guide
- ✓ Image guide

Starting at

**\$3,000**

### 2. MARKETING AND SALES TOOLKIT

#### ***Ideal for...***

*Supporting the sale of your product or service targeted to specific markets or audiences (marketing); and individual opportunities (sales). **This package includes:***

- ✓ Business cards / Stationery templates
- ✓ InDesign templates (Project sheets, resumes, and firm profile)
- ✓ Digital advertising templates (Social media / display)
- ✓ Customizable presentation template
- ✓ Customizable brochure template
- ✓ Customizable proposal template

Starting at

**\$2,500**



### 3. WEBSITE DESIGN\*

#### ***Ideal for...***

*Delivering a great first impression to prospects, providing online visibility and discoverability, and establishing or enhancing brand recognition. (Also serves as a key component for scalable marketing communication systems). **This package includes:***

- ✓ Site map
- ✓ Home page design
- ✓ Interior page designs
- ✓ Delivery of final development files
- ✓ Coordination w/ key stakeholders (Web developer, marketing team, etc.)
- ✓ Design QA

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Starting at

**\$8,000**

\* Design services only. Does not include any development, licensing, publishing, and / or registration fees.



## C. BRAND MANAGEMENT SERVICES

See below for a list of our service packages.

### 1. MONTHLY ANALYTICS AND STRATEGY

#### *Ideal for...*

*Combining with multiple services to help clients cut through clutter and make informed marketing decisions.*

- ✓ **While many of our packages include monthly analytics and strategy calls**, we also offer recurring analytics and strategy calls as a separate offering. These calls involve a monthly review of key performance indicators and strategic recommendations for the next month.

Starting at

**\$750 / Month**

### 2. DIGITAL MARKETING\*

#### *Ideal for...*

*Organizations looking to: reach a wider online audience; increase visibility and brand recognition; provide more targeted, cost-effective marketing; increase customer engagement and loyalty; improve customer insights. **This package includes:***

- ✓ **Copywriting:** Up to 4 topic-specific articles per month (Up to 250 words ea. totalling 1,000 words).
- ✓ **Social Media Graphic Assets:** Up to 8 social media graphics in standard ad sizes per month.
- ✓ **Display Graphic Assets:** Up to 9 display banner graphics in standard ad sizes per month.

Starting at

**\$3,250 / Month**

\* Does not include any development, licensing, publishing, and / or registration fees.





### 3. "PROMOTE" EMAIL PACKAGE

#### *Ideal for...*

Organizations that want to bring order and strategy to disorganized email lists to maximize their value. **This package includes:**

- ✓ Dedicated content marketing specialist
- ✓ Email platform set-up, list segmentation
- ✓ Subscriber form set-up
- ✓ Newsletter and promotional email design
- ✓ Content strategy and copywriting for newsletter + promo email
- ✓ Implementation and tracking
- ✓ Email list clean up
- ✓ Custom reporting dashboard and monthly consultation call

Starting at

**\$1,800 / Month**

### 4. CRM AND EMAIL AUTOMATIONS

#### *Ideal for...*

Organization that want to streamline client management and prospect pipeline processes and save significant time.

- ✓ **We can help build or customize a CRM to help you manage your prospect and client contacts and create automated emails to help reduce time spent on manual sending.**  
For example, we could create a welcome series for new leads, a "new client" series reminding them of any standard paperwork or details, or a "close out" email for clients who are no longer working with you but require standard contact. Exact pricing for these services will vary depending on CRM size and goals.

CRM Set-up starts at

**\$650**

Costs per email

**\$700**





# CLIENTS AND EMPLOYERS

## Recent Clients:



## We've had the pleasure of working with the following clients and employers:

### Agency

- The Boss Group
- The Creative Circle
- The Creative Group
- Profiles
- Reingold

### AEC & Real Estate

- Cresa Global
- GCS-SIGAL
- Grimm + Parker Architects
- Lessard Design Inc.
- WDG Architecture

### Education

- The Fernbank Museum of Natural History
- Georgia Institute of Technology\*\*
- The Serve Learn Explore Foundation

### Food & Beverage

- Cheetah Deliveries
- Coco Uni
- Coleman's Classic Desserts
- Goodies
- Modern Caveman

### Finance

- Capital One
- ClearOne Advantage

### Health / Wellness

- Stretch Workz LLC

### Nonprofit

- AARP
- The Fernbank Museum of Natural History
- NAEYC (National Association for the Education of Young Children)
- REC4AF (Real Estate Careers for the Armed Forces)
- The Serve Learn Explore Foundation

### Retail

- Gap Inc.
- Mercedes-Benz USA
- Whitehall Jewelers

### Trade Show / Exhibit

- The Fernbank Museum of Natural History
- S2 Productions





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